How to Engage Your Audience

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TwoHeads

We work with companies who want to differentiate themselves from their competition by building a loyal audience through video
Storytelling through video

Scripting an emotional video

How to use videos to get people to take action
Storytelling Through Video

What does that actually look like?
How Storytelling Increased This Nonprofit’s Income by 36% In One Year
Storytelling
=
Getting People to Care
What you think your audience is doing

VS

What your audience is actually doing
You're so funny
How Do You Get People to Care?

- Show one face
- Make it personal
- Make it relatable
Show One Face
Make it Personal

When they tell me there is no hope...
Make it Relatable
How to Script a Non-profit Video

Can you get your audience to pay attention?
How to Script Non-Profit Videos

- Start at the end
- Less Is More!
- Focus on one story
- Make it relatable to the viewer
- Emotion is in the details
Scripting worksheet

Main idea: What is the one idea you want your audience to walk away with?

Example: I want my audience to understand how to create compelling headlines for their videos.

Hook: Why should I care? And what will I learn?

Example: How do you create a catchy hook for your video that will grab people's attention?

Cut to the chase: Choose 3-5 main bullet points and break them down into simple steps I can understand.

Example: Here are three tricks you can use to create captivating headlines for your video, so that people will have no choice but to watch!

3 helpful tips:
1. Use the words “key, must, must do,” and “must have.”
2. Emphasize your title by making it an Anchor (an interrogative sentence) or “viral” headline.
3. Add an “At 4:30, we...”

Call To Action: What do you want your audience to do now?

Social Media Post: More Content Title (2-3 words, be specific. How to, or number)
How to Get People to Watch a Video ...
...and then Act

This is not as easy as it looks.
What is the **one goal** of this video?

Who is the **one person** you are trying to speak to in this video?

What is the one thing you want them to **think/feel/do**?

What is the one thing they **need to hear** or see in order to achieve that?
What is the **one goal** of this video?
To get people to register for a fundraising event

Who is the **one person** you are trying to speak to in this video?
Local community members

What is the one thing you want them to **think/feel/do**?
Click on the link to find out more about the event

What is the one thing your audience **needs to hear or see** in order to get them to do that?
That all their friends will be there (FOMO)
Get started right now